selecting [some executable computer program code] information to be associated

with said unit of mass medium programming based on said schedule[;], said selected

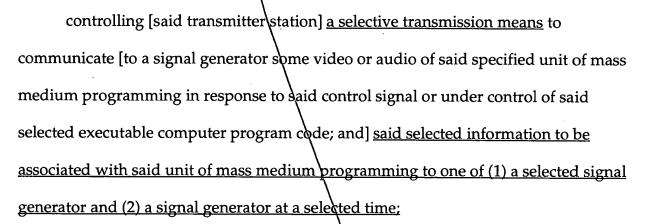
information including at least one of video, audio, and software;

detecting the presence of a control signal at said transmitter station and passing

said control signal to said computer, said control signal designating at least one of said

unit mass medium programming [or] and said selected [executable program code;]

information to be associated with said unit of mass medium programming;



programming to a remote station;

a channel on which to transmit said unit of mass medium

[causing said signal generator to embed said communicated video or audio into a broadcast or cablecast transmission that contains said specified unit of mass medium programming, thereby to transmit said unit of mass medium programming and said embedded video or audio and cause said remote station receive or present to a subscriber said specified unit of mass medium programming and said embedded video or audio.]

1	generating at least some of a signal containing said unit of mass medium
2	programming and said information to be associated with said unit of mass medium
3	programming; and
4	transmitting said signal to a remote receiver station, said signal containing said
5	unit of mass medium programming and said information to be associated with said unit
6	of mass medium programming.
7	Please add the following claim(s):

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The method of claim 2, wherein said signal is a multichannel broadcast or cablecast transmission, said method further comprising the step of controlling a device to embed add said generated at least some of a signal in a specific portion of said multichannel broadcast or cablecast transmission.

- 5. The method of claim 2, wherein said unit of mass medium programming is a television or radio program or program segment, said method further comprising the step of communicating said unit of mass medium programming to a transmitter in accordance with said schedule.
- The method of claim 2, wherein said unit of mass medium programming 6. includes video, audio, or a graphic, said method further comprising the steps of: receiving from a subscriber a\response to a presentation containing said video, audio, or graphic; and
- 20 communicating a second unit of mass medium programming to a transmitter 21 based on said received response.

- 8. The method of claim 2, further comprising the step of programming said receiver station to select and control the communication of one or more mass medium programming materials based on a schedule.
- 9. The method of claim 2, wherein said selective transmission means is one of a switch and a processor, said method further comprising the step of programming said receiver station to control said selective transmission means.
- 10. The method of claim 2, wherein said selective transmission means is one of a storage device, said method further comprising the steps of receiving and storing said information to be associated with said unit of mass medium programming.
- 11. A method of controlling a transmitter station, comprising the steps of:
 - (1) receiving an information transmission to be transmitted;
 - (2) receiving a schedule that designates a unit of mass medium programming and includes one or more of the group of a time to transmit said unit of mass medium programming to a remote station and a channel on which to transmit said unit of mass medium programming to said remote station, which is effective to:

(a) effect a transmission station to select information to be associated with said unit of mass medium programming based on said schedule, said selected information including at least one of video, audio, and software, to generate at least some of a signal containing said unit of mass medium programming and said information to be associated with said unit of mass medium programming, and to transmit said at least some of a signal; or

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- (b) effect a receiver station to select information to be associated with said unit of mass medium programming based on said schedule, said selected information including at least one of video, audio, and software, to generate at least some of a signal containing said unit of mass medium programming and said information to be associated with said unit of mass medium programming, and to transmit said at least some of a signal;
- (3) receiving a transmitter control signal which operates at said transmitter station to communicate said computer schedule to a transmitter; and
- (4) transmitting said information transmission, said schedule and said transmitter control signal.
 - 12. A transmitter station, comprising:

computer means for receiving a schedule that designates a unit of mass medium programming and includes one or more of the group consisting of a time to transmit said unit of mass medium programming to a remote station and a channel on which to transmit said unit of mass medium programming to said remote station, and selects information to be associated with said unit of mass medium programming based on